

ABSTRACT Of THE DISCLOSURE

In a commodity sales mediation system that permits a wide range of commodity information, which agrees with the liking of a consumer, to be easily presented at a store selling a commodity, when a user carrying a non-contact IC card, in which purchased commodity information and the like are stored, approaches a commodity sales mediation apparatus and reaches the communication range of a non-contact IC card reader/writer, the commodity sales mediation apparatus reads the purchased commodity information and the like stored in the non-contact IC card in a non-contact fashion by a non-contact IC card reader/writer, and an audio output device and a display device output commodity information selected based on the thus read purchased commodity information and the like.